

THE QUILL



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AT DEADLINE

By R. L. P.

STILL digging out from under details of the Sigma Delta Chi convention in Des Moines and the accumulation we found on our desk on our return, to say nothing of trying to piece together this issue of the magazine, we'll come up long enough to say to all of you:

"Merry Christmas and a Happy New Year!"

Sounds a bit trite, perhaps, but we can't think of any better way of putting the annual greeting.

So that, simply but sincerely put, is the wish of this department to you and yours.

THIS issue of THE QUILL, traditionally, is devoted almost entirely to the annual convention of Sigma Delta Chi, professional journalistic fraternity.

THE QUILL, as you know, has for 20 years been a professional rather than a fraternity publication. It is published by the fraternity for those engaged in and interested in journalism. Consequently, the news of the fraternity is treated as objectively as that of any other journalistic organization.

Excepting, that is, the post-convention number. The news of this year's convention, with the inauguration of the Distinguished Service and Courage in Journalism Awards, along with the college newspaper and photographic contests, is, we feel, of wide interest throughout the profession.

We're only sorry that there are not more pages, to bring you some of the splendid articles awaiting—demanding—publication. But they will follow as rapidly as possible. And may we modestly forecast that the outlook for 1941, based on a survey of our editorial files, is mighty interesting for QUILL readers?

NOTHING like a chuckle for the holiday season, so here's a brief yarn from John Canning, Jr., of Albia, Iowa, out where the tall corn, tall stories, and real hospitality grow:

"It seems," begins Chronicler Canning, "that a kid reporter had limbered up on obits and zoo stories for several days when he got a fire assignment. He returned with all the details, and considerably agitated, as it was his own city editor's home which, as the kid had already planned to put, was 'devoured by flames.'"

"He tried to tell the old guy about it, but was told 'feed it to a typewriter, not to me.' Shortly he approached the desk with three pages of copy in his hand. The editor saw him coming. 'Is that the fire story?' he asked. The cub said it was. 'Go

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They Played Major Roles at Des Moines SDX Convention



John Davis

Johnny, editor-in-chief of the Drake University Times-Delphic and president of the host chapter, Drake, was plenty busy during the convention. As a date-maker he's rated "tops"!



Irving Dilliard

Sigma Delta Chi's new national president, Mr. Dilliard, is an editorial writer for the St. Louis Post-Dispatch, a former Nieman Fellow, and a veteran in fraternity service.



Elmo Scott Watson

As national president, Mr. Watson, editor of Publisher's Auxiliary, drafted the 1940 convention program, presided over various sessions and now heads the Executive Council.

Distinguished Service Awards Made by Sigma Delta Chi for First Time

DISTINGUISHED Service Awards in Journalism to four individual writers and a fifth award, for "Courage in Journalism," to a crusading American newspaper, were made for the first time by Sigma Delta Chi, largest professional journalistic organization in the United States, during its twenty-fifth national convention concluded recently in Des Moines.

Winners of the Distinguished Service Awards, bronze medallions with accompanying illuminated certificates, were:

Meigs O. Frost, veteran reporter and staff correspondent for the New Orleans States and the New Orleans Times-Picayune, for general reporting.

W. W. Waymack, editor of the editorial pages of the Des Moines Register and Tribune, for editorial writing.

Kenneth T. Downs, war correspondent in France for International News Service, for foreign correspondence.

Albert Warner, Washington correspondent for the Columbia Broadcasting System, for radio newswriting.

The "Courage in Journalism" award, identical with the individual awards, was given to the New Orleans States in recognition of its outstanding public service, rendered in the face of strong anti-social forces, in wrecking the Huey Long political machine in Louisiana.

By **RALPH L. PETERS**

Editor, The Quill

Honorable mentions were made in two divisions, to Louis Taylor, of the St. Louis Post-Dispatch, for general reporting, and to Robert J. Casey, of the Chicago Daily News, for foreign correspondence.

The committee of judges for the professional awards, consisting of Roy Roberts, managing editor of the Kansas City Star; John W. Owens, editor in chief of the Baltimore Sun and Evening Sun; Paul Scott Mowrer, editor-in-chief of the Chicago Daily News; Arthur Krock, of the New York Times, and J. Oren Weaver, chief of news and special events divisions for the Columbia Broadcasting System in Chicago, withheld the award for Washington correspondence.

IN citing Frost for the general reporting award, the judges referred to his "... rock bottom reporting and attention to absolute detail in presenting the facts to the readers ..." and cited a particular article which preceded the editorial campaign that eventually blasted the Long machine out of power.

An editorial printed on May 8, 1939, under the caption "The 'It's a Mess' Re-

action" was cited in making the editorial writing award to Waymack for a piece of writing "... which has, in a notable degree, clarity of thought, vigor of treatment and dignity of manner."

Downs' recognition came for his dispatch of Sept. 22, 1939, predicting, on the basis of his experience in Spain and what he saw in France, a German offensive through Holland and Belgium.

Warner's choice was not so much for an individual script or piece of writing as for his "constant day-by-day colorful, accurate, timely and enterprising correspondence on the air from the nation's capital."

Frost, Downs and Waymack were present in person to receive their awards, the presentations to the first two being made by George A. Brandenburg, Chicago editor for Editor & Publisher, a past president of the fraternity, and the latter by Ralph L. Peters, Roto Editor of the Detroit News, also a past president of the organization.

Wayne Gard, editorial writer for the Dallas News, a member of the executive council of Sigma Delta Chi and chairman of the fraternity's professional awards committee, announced the award to Warner and said it would be presented at a future meeting of the Washington professional chapter of the organization.

Three Veterans of the Press Honored by Sigma Delta Chi



Wright A. Patterson

Mr. Patterson, editor emeritus of Western Newspaper Union, who completed 50 years of service as a newspaper syndicate editor this year, was elected national honorary member at Des Moines.



John L. Meyer

For outstanding services to the fraternity, Mr. Meyer, secretary-treasurer of the Inland Daily Press Association, was awarded the Chester L. Wells Memorial Key by vote of the 25th convention.



George B. Dealey

As national honorary president of Sigma Delta Chi for the ensuing year, the fraternity named Mr. Dealey, chairman of the board of the Dallas News and, at 81, dean of Texas journalism.

Maj. James E. Crown, managing editor of the New Orleans *States*, was unable because of illness to be present to receive the "Courage in Journalism" award in behalf of his paper and to make the convention banquet address.

He "assigned" Meigs Frost to accept the award from the hands of Elmo Scott Watson, editor of *Publishers' Auxiliary*, national president of Sigma Delta Chi and banquet toastmaster, in a foreful telegram which Frost read to the convention. It said:

"Doctor told me could not make trip to Sigma Delta Chi convention. Am going to hospital this afternoon and see if they can't fix me up quickly. Wish you would explain this thoroughly to James C. Kiper, executive secretary of the convention. If you are called on to make the talk and receive the *States'* award for me, I think you are familiar enough with my philosophies of newspaper ethics, newspaper action and procedure to outline my views. Please do not feature me any more than is necessary.

"As you know, the work the *States* did was the combined work of a fine staff backed by the determination of the publisher to see us through our fight. Of course we stuck to our guns editorially not only before the first blow-off but all through the campaign. And Sam Jones has said that the *States* was probably the greatest individual factor in bringing on the overthrow of the dictatorship.

"You might describe the regime we lived under for 12 years and the change since the ousting of the old crooked thieving machine. You might

touch on the fact that the newspaper profession is the greatest profession in the world, and why. You might say that in influence it is greater than the church, greater than the law, greater than medicine, because it is able to reach millions of people.

"I don't think a paper is courageous when it does its duty, a duty to all the people, I believe that the freedom of the press will not be curbed as long as the newspapers do their duty. I believe that as long as we have a free press there will be democracy. Tell the people the truth always and they will preserve their liberties and their blessings.

"No newspaper should ever print anything but actual happenings in its news columns. The people will interpret this news according to their consciences. Editorials should never state anything but the truth and what the authors believe.

"I think you know what I want to say. You might describe the fight we made here in Louisiana. Tell a few of your fine jokes and receive the reward for which the New Orleans *States* is so proud, coming from an organization of such high standing. I am sorry to do this to you, Meigs, but I hope you will explain to Kiper, and of course he will explain to the convention why I could not come. I was dying to go and you know what this disappointment means to me."

Paying tribute to Maj. Crown, Mr. Frost then gave an audience that hung onto his every word stark details of the depths of political corruption into which Huey Long and his cohorts had plunged Louisiana

and the dramatic story of the editorial campaign that finally brought the downfall of the machine.

As the gallant, grayed, veteran concluded his remarks in a voice choked with emotion, the nearly 300 persons assembled in the banquet hall rose to their feet in unison and gave him an ovation unequalled in Sigma Delta Chi's long and eventful history.

SHARING the spotlight with the awards in the professional field were those made at the banquet to the winners of the fraternity's first national contests in the undergraduate field.

These awards, announced and presented by Prof. Charles E. Rogers, head of the Department of Technical Journalism at Iowa State College, who served as chairman of the committee, were made to student newspapers in colleges and universities where there are chapters of Sigma Delta Chi, and to individual winners of the photographic contest.

Three of the four newspaper awards were captured by the *Michigan Daily*, student publication of the University of Michigan, at Ann Arbor, which had just celebrated its fiftieth anniversary.

The *Michigan Daily* was first in the editorial contest, with the *Daily Kansan*, of the University of Kansas, second, and the *Syracuse University Daily Orange*, third.

First place for the best entry of straight news stories also went to the *Michigan Daily* with the *Daily Trojan*, of the University of Southern California in Los Angeles, second, and the *Indiana Daily Student*, of Indiana University, third.

The *Michigan Daily* also took first place

[Continued on page 14]

Pictorial Highlights of SDX's Convention in Des Moines



—Photos by Frazer A. Thomason, Drake University.

1. Jimmy Young describing his 55 days in a Japanese jail. 2. Johnny Davis (third from left, standing) puts out the dope on blind dates for the convention dance to (standing, left to right) Earl Brigham, Michigan State; Jerry Mayer, Stanford; Donald Dahl, North Dakota, and (seated, left to right), Cecil Edwards, SMU; Jim Marsland, Cornell; Jack Sweger, Florida, and Jim McKee, Purdue. 3. President Watson, toastmastering. 4. Merry moments of melody during the pre-convention smoker. 5. F. W. Beckman, donor, presents the Chapter Efficiency Trophy to Robert Schnuck, of Northwestern. 6. The handsome bridegroom, Jim Kiper, executive secretary of SDX. 7. The big moment! Delegates meeting their blind dates. 8. W. W. Waymack receives his Distinguished Service Award from Ralph L. Peters, editor of *THE QUILL*. 9. Prof. Charles E. Rogers presents Leonard Schleider with the four trophies won by the *Michigan Daily*. 10. An All-SDX broadcast over KSO with, left to right, Jimmy Young, *INS*; Irving Dilliard, new president of SDX; D. Mac Showers, Iowa delegate; Palmer Hoyt, vice-president of SDX; Kenneth Downs, *INS*; Dr. Frank Luther Mott, of the University of Iowa, and Barry Faris, editor in chief of *International News Service*, participating.

THE QUILL for December, 1940



"Pour It to Them!"

Maj. James E. Crown, fiery editor and managing editor of the New Orleans States, who directed that paper's unrelenting and successful fight against corruption in Louisiana.

TEAMWORK did it. Staff teamwork by reporters and cameramen of the Times-Picayune Publishing Company, in the *Times-Picayune*, their morning paper, and the *New Orleans States*, their evening paper, is what blasted the lid off the Louisiana scandals of 1939, and aroused Louisiana's voters to the point where they wrecked the statewide political dictatorship the late United States Senator Huey P. Long left on his deathbed to his political heirs.

These reporters and cameramen worked like a well-drilled football team. Once a hole was opened in the opponents' line, the whole team crashed through and never allowed the Longster administration defense to get set. After 12 years of battle they sent reeling down to defeat the closest to a European dictatorship the United States of America ever saw created in the name of democracy.

THAT is the story that was told officers and delegates of Sigma Delta Chi, professional journalistic fraternity, at the 25th national convention of the organization in Des Moines, Iowa, Nov. 16, 1940. The speaker was Meigs O. Frost, reporter on the *Times-Picayune* staff, former reporter on the staff of the *New Orleans States*, its sister paper. Frost spoke in place of Maj.

James Evans Crown, editor and managing editor of the *New Orleans States*, scheduled to receive Sigma Delta Chi's "Courage in Journalism" award and make the convention address, but unable to attend because of his health.

Frost, who received Sigma Delta Chi's distinguished service award "for outstanding service to the American people and the profession of journalism" in the field of general reporting, was designated by Maj. Crown to receive the award for the *New Orleans States* and make the address in his stead.

THE *Times-Picayune* had fought Huey Long and all for which he stood from his first appearance in Louisiana's public life. Frost told the gathering. The *New Orleans States*, which had supported Huey Long in his successful 1927-1928 campaign for the governorship of Louisiana, when it was owned by the late Col. Robert Ewing, broke with Long shortly after his inauguration as governor, christened him "The Madcap Governor," and fought him, too. After Col. Ewing's death, the *States* was purchased by the *Times-Picayune* in 1933.

Side by side, under the leadership of Leonard K. Nicholson, graduate of Virginia Military Institute (where he was

This Is the Stirring Story of Liberty

the four-year roommate of Gen. George C. Marshall, chief of staff, United States Army), president of the Times-Picayune Publishing Company, the two newspapers steadfastly fought Huey Long and his growing power. The late Capt. J. Walker Ross was managing editor of the *States*; he died in 1937 and Maj. Crown, his city editor, succeeded him. George W. Healy, Jr., was managing editor of the *Times-Picayune*.

Time after time they exposed the Huey Long reign of graft and corruption, of controlled state courts and rampant thievery backed by the Long-created state police and personal bodyguards to whom Julius T. Long, Huey Long's own brother, always referred as "Huey's skull-crackers."

Reporters assigned to "cover" Huey Long grew familiar with the sensation of having pistol-muzzles jammed into their stomachs. Reporters slugged, cameramen slugged, their cameras smashed, became routine. Reporters and cameramen returning to the office with their clothing badly torn by Huey Long's sluggers became routine, also. But the papers fought on.

In three words, Huey Long, and his political heirs after his death, were able to nullify those exposures. The three words were "the lyin' newspapers." They were blazoned in Huey's "slime-sheets," dodgers he had printed; in his *Louisiana Progress* and in his *American Progress*, so-called newspapers, which supplemented the slime-sheets.

All were given statewide overnight circulation in state-owned motor-trucks operated at state expense. Huey, and his political heirs after him, seemed to own Louisiana. Shortly before his death, Huey Long publicly and laughingly gave himself the title "Chief Thief." Exposures of public funds embezzled and wasted to a total somewhere between \$50,000,000 and \$100,000,000 (public records were sealed; audit was impossible) met only with derisive laughter.

THEN came the break, on one of the most trivial thievings of the whole 12-year debauch. To the *New Orleans States* came the "tip" that a Louisiana State University motor-truck had just started from the Baton Rouge campus to New Orleans, nearly 100 miles away, loaded with window-frames, sashes, general millwork, done in the L. S. U. carpenter shops, destined for a private residence on the private property of James McLachlan, a colonel on Gov. Richard Webster Leche's staff, at Metairie, Jefferson Parish, a New Orleans residential suburb.

Frost, then working interchangeably between the staffs of the *Times-Picayune*

the Courageous New Orleans Newspaper Crusade That Won for Louisiana!

and the New Orleans States, was assigned to try to get story and pictures of this flagrant graft. Wilfred D'Aquin, staff photographer of the Times-Picayune, was assigned to go with him.

Some seven miles up the Air Line Highway between New Orleans and Baton Rouge, they spotted a motor-truck, unmarked by sign of ownership (in violation of state law), its rear license-plate mud-smeared and illegible (though no mud was elsewhere on the truck), loaded with millwork, speeding for New Orleans. They let it get some quarter-mile ahead, wheeled, and followed unobtrusively. It went straight to the McLachlan property, drove in, was parked deep in the lot, its front license plate near some bushes at the rear of the lot, and men began unloading it.

That was private property. Both Frost and D'Aquin could have been evicted and arrested for trespassing had they entered. But Frost noted the abutting lot at the rear, facing the next street, was vacant, overgrown with tall weeds. He and D'Aquin drove around the block. Both veterans of slugging and camera-smashing tactics, they parked their car, motor running, on the corner at the end of the block. Frost had D'Aquin place a magazine of unused film in his coat pocket; told him if they got the photographs, were discovered and pursued, they both would sprint for the car, then stop, D'Aquin was to hand Frost the magazine of blank film and leave him to argue with the Longster chasers, reluctantly at last to let them destroy the blank film while D'Aquin got away with the pictures.

Then they crawled through the tall weeds "like two Boy Scouts playing Indian," got into the bushes, and from their ambush, undetected, D'Aquin got perfect pictures of men unloading the truck, the half-built house in the background, the 1939 Louisiana truck license plate "49-011"

plainly visible in the foreground. They got away undetected.

Records of the office of the Secretary of State at Baton Rouge showed "49-011" license was listed for a truck, property of L. S. U. D'Aquin photographed this record.

NEXT day, Frost called on a Metairie real estate man; said he was "interested in Metairie property," which was quite true. The real estate man's maps gave Frost the legal designation of the lot on which the McLachlan house was being built. Still "interested in Metairie property," Frost with another staff cameraman, James W. Guillot, drove to Gretna, parish seat of Jefferson parish (county).

Here in the fireproof records room they looked over Metairie assessments. Presently on a telephone call arranged by Frost before they went to Gretna, and accurately timed, Chief Deputy Assessor Vernon Wilty was called to the telephone in another room. While Frost stood sentry at the door, Guillot took some fast electric flashlight shots of the McLachlan property assessment sheets. The record stood complete, libel-proof, airtight.

It had taken all of June 7 and 8 to get story and pictures, write the story, make the layouts. Story and layouts were run Page One Must in the New Orleans States all editions June 9, 1939. The Times-Picayune picked up story and art and ran it that same day, all editions, from pup to final city edition.

Calvin Liter, their correspondent in Baton Rouge, was assigned by telephone to ask Gov. Leche what he had to say about it. Leche (now under 10-year sentence to the Federal penitentiary at Atlanta, Ga.), tried to burlesque it; announced a public hearing at which he would be both prosecutor and defense counsel, "for somebody's going to need defending before this is over." Sub-



Wilfred D'Aquin
D'Aquin made the key photograph in the campaign that broke the Long machine.



James W. Guillot
Whose fast copying of significant records by camera played a major role.

THE all-important part a free press can play in protecting the public was never more thrillingly demonstrated than in the bitter battle that the papers of New Orleans waged against Huey Long and the corrupt machine in whose power he plunged Louisiana.

The story of that battle was related at the recent convention of Sigma Delta Chi by Meigs O. Frost, formerly a reporter for the New Orleans States and now for the New Orleans Times-Picayune, speaking in the absence of Maj. James E. Crown, unable to attend because of ill health.

These are not the exact words in which Frost told the stirring story but they contain the essence of what he said. No printed page could reproduce the simple, plain-spun, but eloquently effective manner in which he spoke. Read the story and be proud to call yourself a newspaperman!

poenas were served on publishers and editors; on Dr. Rufus C. Harris, president of Tulane University, though nobody knows why, even yet.

The States and Times-Picayune had caught the administration off balance. George Vandervoort, veteran political reporter of the Times-Picayune, was rushed to Baton Rouge. From George Caldwell (now a convict serving time in the Federal penitentiary, Atlanta, Ga.) then superintendent of construction for L. S. U., he got the statement that "the university's books were open once; they're closed now."

Vandervoort went looking for Dr. James Monroe Smith, president of \$15,-

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Norman C. Meier

IN a democracy where public opinion theoretically guides the nation, legislators are expected to know the wishes of constituents and be guided thereby. As a matter of practical necessity, however, congressmen find it humanly impossible to know what even a tiny fraction of their district thinks and hence end up by using their own best judgment.

In view of this condition, it is astonishing that no machinery was known prior to 1935 for ascertaining the will of the majority. With the advent of the scientific public opinion poll based upon well-known and established principles of sampling, the entire situation changed overnight. Now the citizen may know what his fellow citizens all over the country think on issues of greater or less importance. Legislators need fear no longer the representations of supposedly powerful pressure groups: they can turn to the fact-finding poll and know within a fair degree of accuracy the current status of the group and its objective of legislation.

The great value of the public opinion poll lies, not in the prediction of election outcomes, but in its continuous service in ascertaining how far attitudes have developed toward any matter of public interest. Through the findings, the public relations of the government and the people may now be carried out in a manner never envisaged by the founding fathers or by probably anyone since. Not only may Congress now know in advance of the actual passing of an act, such as peacetime conscription, how it will be received, but polls afford it information of vital importance regarding specific provisions.

The Executive likewise may know from the findings of recent polls how far or just when he may proceed with a momentous executive act, such as the destroyer-bases trade which proved subsequently to be perfectly acceptable to a great majority of the population. It is doubtful if President Roosevelt would have proceeded when he did had polls not already established the fact of popular acquiescence.

Public Opinion Polls

An Analysis of the Part They Play in Charting the Country's Course

By NORMAN C. MEIER, Ph.D.

Associate Professor, University of Iowa, and Member
American Institute of Public Opinion Advisory Council

Neither Congress nor the Executive Branch need pay the slightest heed to these polls which are privately conducted and quite unofficial. Yet the fact is that many governmental officials and a large section of Congress do pay heed and are frequently guided by them, but, of course, never entirely. President Roosevelt ignored the three polls which indicated unpopularity for his Supreme Court Reorganization efforts.

Despite obvious differences between unsound poll procedures and sound methods, the public is still somewhat unwilling to concede real necessity for polls in general. As in the Gresham Law of money—bad money driving out good—a few poll failures tend to discredit the sound ones. We know why the *Digest* Poll failed in 1936, while yielding a close prediction in 1924, 1928, and 1932. We know that the chance of such a debacle overtaking the present *Fortune* and Gallup polls is extremely remote, nor can any poll, except by chance, produce perfect accuracy.

WHAT then may reasonably be expected of polls? We may expect and receive an accuracy of 2 to 4 per cent on most questions to which polls are applied.

Considering that such a matter as an election is subject to a number of unknowable and hence unpredictable factors, this represents all that any reasonable person should expect.

The poll gathers quantitative data on intention to vote and on past voting behavior. Collection and classification of the data according to population areas, urban-rural environment, economic level, sex, political affiliation, age, and occupation permits projection of probabilities on the basis of known past behavior. These projections may be very close when the election runs true to pattern, and off to a certain degree if the election has in it unorthodox campaigning and a realignment of interests and attitudes.

Of course, public opinion polls are not in a state of final development. Unremitting effort is being expended to find the "bugs" in the machinery, just as mechanical engineers have been seeking to find faults in the Allison engine. Certain facts have now emerged that indicate the present status of scientific poll taking:

1. A scientific poll must follow some proved technique such as representative sampling or quota control.
2. The accuracy of the poll is a matter

WHAT significance do the various surveys of public opinion have in guiding the future of this country? How accurate were they in the recent election? What is their real place in public affairs?

These and other pertinent questions concerning the much-discussed polls are discussed in the accompanying illuminating article by Norman C. Meier, Ph.D., associate professor of psychology at the University of Iowa, a keen student of elections and campaigns, and a member of the Advisory Board of the American Institute of Public Opinion since its inception. His observations were voiced in person at the recent convention of Sigma Delta Chi, professional journalistic fraternity, in Des Moines.

Dr. Meier is a graduate of the University of Chicago, from which he received his Ph.B. degree in 1921 and his M.A. in 1922. He received his Ph.D. degree from the University of Iowa in 1926. He is the author of various articles in the field of social psychology, motivation in voting, public opinion, propaganda, crowd behavior and the psychology of art. He was director, 1929-1939, of the Spelman-Carnegie Art Research Project, on the nature of special ability, whose findings were published in three volumes of *Psychological Monographs*, 1933, 1936 and 1939.

s and the 1940 Campaign—

of the accuracy and adequacy of the cross-section and not of number of persons interviewed. A sample of 5,000-10,000 for the nation is usually enough.

3. Error may creep in at three places in the process:

a. Wording of the question, permitting loading, subtle suggestion, reference to an individual or principle toward which widely different attitudes exist. These sources of possible error are being steadily reduced by pre-testing of questions and by using the split-ballot.

b. Inexpertness of the interviewer. Despite instruction, training, and experience, an interviewer may fail to preserve intact the complete disinterest required. However, in the Roper organization the interviewers are supervised; in the A. I. P. O. group many have considerable experience and many are college graduates: all are persons of high character.

c. Inadequacy of some aspect of the cross-section.

It is probable that the amount of error from any of these possible sources is relatively slight.

WHAT, then, is apt to account for error in poll prediction? A national election is not a measure of public opinion, for there is opinion on so many diverse issues and considerations that few voters have exactly the same constellation of attitudes and views. All that is certainly known is that the voters in the electoral college determine who occupies the White House. It tells little or nothing conclusively regarding any particular issue: any elected official who proceeds with assumption of a general mandate does so on his own responsibility. But the public opinion poll does give us information on specific issues. It may provide the blueprint for the wise official who really wants to know what he has been commissioned to do.

A scientific poll may show the state of public opinion of a nation not only more adequately, but more accurately than an election. The poll reflects the entire electorate; the election only the voting inclination of those who vote. In some areas the proportion of non-voters may be very high and in others low; in some elections the machine may work hard, in others be uninterested in the particular election; likewise weather, state of health, confusion over issues, and similar factors may prevent voting even though there had been intention earlier.

IN assessing the results of poll predictions in the 1940 campaign, it should impress any skeptic that Roper did announce, as in 1936, a popular vote figure for Roosevelt which was within one percentage point of the actual popular vote, and that Gallup likewise did this within two and one-half percentage points. (We

may ignore those polls not based on tested principles of sampling and those which lack experience, facilities, and trained personnel.)

In doing the more difficult thing, Gallup was also singularly successful in the state-by-state figures. Nearly all of the states he announced as certain to go to Willkie and to Roosevelt went to those candidates. Those that were listed as uncertain, namely, with pre-election indications of a vote of 51 or 52 per cent for one or the other of the candidates, did, with few exceptions, turn out to be close elections. The vote in Michigan was dangerously near a tie vote.

In Missouri, Illinois, Minnesota, New Jersey, New York, Ohio, and Wisconsin the vote was likewise extremely close, represented by 51 or 52 per cent of the vote. These represent pivotal and important states. In over half of all the states, the prediction was within an error of two percentage points or less. Hence, despite the wide disparity in electoral votes, the 1940 election must be considered a close election. A shift of a few thousand votes per million might have transferred great blocs of electoral votes from one candidate to another.

This election was different from previous elections in at least three respects:

- (a) in the closeness of the vote in the pivotal East, North Central, Middle Atlantic, and New England sections,
- (b) in the radical redistribution of party strength, and
- (c) in the dominant issues.

The new election map shows rock-ribbed Republican New England perforated by Democratic intrusions; even Maine came near voting for Roosevelt, and the traditionally overwhelming Republican majority in Vermont was reduced to a mere 55 per cent. In the pivotal North Central areas, Democratic counties lie alongside Republican in a patch-work configuration, except in the bloc of states from Colorado to the Dakotas-Kansas tier. The greatest Republican density has now shifted from Maine and Vermont to South Dakota. Willkieism apparently took root deeply only as far east as Michigan and as far west as Colorado.

THE election of 1940 saw a wholly new alignment of issues. Tariff was a forgotten term. Foreign trade—practically nonexistent except in restricted areas—was hardly discussed. Farm price parity and crop control were debated only locally. The new issues were big and momentous. The threat of war and disaster seemed uppermost in each candidate's appeal and the dispute resolved itself into which individual could get industry to produce the "mostest in the fastest" way.

American Institute polls showed that, up to the time of the election, the country was convinced (60 to 40) that Roosevelt's experience could be depended upon to

carry the nation through the critical days ahead better than Mr. Willkie's professions. Also, poll results showed that Willkie failed to convince the electorate that he could do a better job of arming the country by his assertedly better experience as a business man. Women, who usually have voted in the ratio to men of 40 to 60, voted in a definitely higher ratio in this election, more for Roosevelt; persons in the lower economic levels voted at a higher ratio than they did in 1936, also for Roosevelt.

To some election analysts, the fact is puzzling that both the *Fortune* and Gallup polls showed a decreasing sentiment for Roosevelt throughout October in what appeared to be a very definite swing toward Willkie. In the last three uncertain days preceding the election, there was much speculation as to whether the Willkie boom was still continuing, or whether it had been stopped and deflected toward Roosevelt.

FROM all the facts and evidence at my command, and from my observation of other election phenomena, I am inclined to believe that the dominant issue in the entire election was not the usual self-interest one, based on occupational considerations, but the more nationwide, fundamental, and deep-seated motive of self-preservation. This took concrete form on the part of the 7 per cent of undecided voters of keeping an open mind until the last minute in order to see which of the two candidates appeared to be more likely, all things considered, to assure the integrity of the nation in case of conflict. Hence, it is believed that many voters did not completely and finally make up their minds until they had heard the last speeches of party spokesmen on Monday night, November 4, while a considerable number completed their consideration Saturday night and Sunday after hearing the Cleveland and Madison Square Garden speeches of the two candidates.

It was in this last-minute strategy that the superior forensic appeal of Roosevelt, coupled with the supporting speech of Ambassador Kennedy, turned the tide and marked the beginning of a definite upswing in the pivotal states toward Roosevelt. This the late poll-taking failed to get; the show was only in Act II when the interviewer called.

The fact that the West North Central bloc of states which was most solidly for Willkie coincides with the section of the United States which is most isolated and which has been the seat of isolationism sentiment in international relations, indicates that a majority of these voters believed Willkie to be the more likely one to maintain a last-ditch isolationist attitude.

At the other ends of the country, on both coasts, including traditionally Republican New England, the sentiment

[Concluded on page 12]

WIDELY divergent are the backgrounds of the men who received Sigma Delta Chi's Distinguished Service Awards in Journalism this year — yet they are men with a single purpose, the gathering, editing and presenting of facts to the American people.

Here are the salient facts about each:

MEIGS O. FROST, who received the award for general reporting, is one of the country's truly outstanding reporters. Known as one of the best interviewers in the country and famous for his uncanny memory—he never takes a note during even the longest interview or press conference—he was hired as a cub reporter in 1907 by the late Adolph S. Ochs, publisher of the New York Times. The following year, young Frost was granted a leave of absence without pay "to see what's west of the Hudson River." Technically, he's still on that leave.

Late in 1908, Frost was offered a job as a reporter on the Galveston (Texas) *News*. He took the job for a while "because the surf swimming off Galveston beach was fine." He stayed seven years and, over his protest, subsequently became city editor. He resigned in 1915 "to

How Chapters Rated for Hogate Trophy

The Kenneth C. Hogate Professional Achievement Trophy, awarded annually to the undergraduate chapter of Sigma Delta Chi having the greatest percentage of its graduates of the last five years actively engaged in journalism, was won by the Stanford Chapter, with a percentage of 68.9.

The standings of the other chapters reporting 50 per cent or more of their graduates engaged in journalism were:

Stanford	68.9
Georgia	68.1
Minnesota	67.0
So. California	65.8
Oklahoma	60.7
Syracuse	58.8
Montana	54.8
Kansas	54.4
Indiana	52.2
Kansas State	51.7
Washington	51.7
Illinois	50.9
Oregon	50.8
North Dakota	50.0

Michigan State, youngest chapter and ineligible for the contest, reported 81 per cent of its graduates engaged in journalism.



Kenneth T. Downs

Mr. Downs, manager of the Paris bureau of International News Service until the collapse of France, was given the award for foreign correspondence.

get rid of that desk" and started home for the New York Times.

He got as far as New Orleans where he found himself with another unexpected job on the New Orleans *Item*. From the *Item* he went to the New Orleans *States*, where he did the work in cracking the Long machine that brought him the Sigma Delta Chi award, and recently was transferred to the staff of the New Orleans *Times-Picayune*.

Covering every kind of assignment, he has interviewed every U. S. president since and including Theodore Roosevelt and every president of Mexico from Diaz to Rubio, as well as various presidents of all the Central American republics and Cuba. His assignments have taken him into every state of the United States, into Canada, Alaska, the Hawaiian Islands, Cuba, Mexico, every Central American republic and all over South America.

Frost has traveled some 70,000 miles by 'plane and is said to be the first reporter ever to make a crash dive in a U. S. Navy submarine. He has made not only one, but two, one at Pearl Harbor and the other off San Diego. More than 300 of his short stories have been published in American and English magazines. He has written three books: "Old New Orleans," "A Marine Tells It to You," and "I'm Alone." He is writing a fourth "between editions."

Born June 26, 1882, at New Britain, Conn., he was the son of the late Howard Bishop Frost, mechanical engineer, and the late Mary Emma (Burgess) Frost. He was educated in New Britain Schools, at Phillips Academy, Andover, Mass., and at Haverford College, Haverford, Pa. The same year that he entered newspaper work he married Miss April Doig, of London, England, a cousin of Winston Churchill. They have two living children.

For Distinguished Service



W. W. Waymack

Editor of the editorial pages of the Des Moines Register and Tribune, Mr. Waymack received Sigma Delta Chi's Distinguished Service Award for editorial writing.

Though many honors have come to him through his years of writing, Meigs Frost's only boast is that with "very few falls from grace" he has maintained his status as an American newspaper reporter since 1907.

KENNETH T. DOWNS, foreign correspondent for International News Service who received the award for foreign correspondence, was born in Montana on June 26, 1909, and was educated at the University of Montana. He went into newspaper work, in his own words, when he lost a bankroll intended to pay the balance of his tuition and fees "attempting to analyze horseflesh at Billings, Mont."

His first newspaper work was done in Lewistown, Mont., and later he worked for the Champaign (Ill.) *News-Gazette*, the Milwaukee *News*, the Associated Press and the Newark (N. J.) *Star-Eagle* before joining INS in 1934.

Before being sent to Paris in 1936 as chief of the INS bureau there, he had covered the Hauptmann case, the Morro Castle disaster, the 1936 political conventions and campaigns, floods, jailbreaks, the Dillinger hunt, and numerous other headline stories.

Downs covered crisis after crisis in France in the trying days before the war and then, when hostilities broke out, he and a fellow newspaperman made the first and only unescorted tour of the western front. He witnessed the bombing of Paris from the rooftop of the INS building.



A Facsimile of the



Albert Warner

Mr. Warner, Washington the Columbia Broadcasting System, received a Distinguished Service Award for radio news.

Service in Journalism



mile of the SDX Award



Albert Warner

Washington correspondent for the Broadcasting System, received the Service Award in Journalism for radio newswriting.



Meigs O. Frost

One of the country's really great reporters, Mr. Frost, formerly of the New Orleans States and now of the New Orleans Times-Picayune, won the general reporting award.

watched the flight of the populace from the city, and finally left the stricken city a few hours before the entrance of the Nazis.

The climax of his achievements abroad was a feat almost impossible in modern journalism—a seven-hour scoop over competition on the news of the capitulation of France.

WILLIAM W. WAYMACK, editor of the editorial pages of the Des Moines Register and Tribune, who was given the SDX award for editorial writing, is no office-chair editor. Far from it. Believing that an editor should travel widely and frequently, he has traveled more than 25,000 miles by air in recent years. This total includes an air trip around the world.

He is noted for his editorials on farm problems, industrial relations, political issues, civil liberties, the problems of a Democracy, foreign trade, and international political relations.

Past president of the Des Moines Chamber of Commerce, he also has served as chairman of the National Economic Policy Committee, a group formed to study international trade relations and industrial policies of the United States. In 1928, he spent several months touring Europe, studying economic conditions. In recent months, he has been active in discussing farm problems with national leaders.

Born in Savanna, Ill., Oct. 18, 1888, Waymack was graduated from Morningside College in Sioux City, Iowa, after primary schooling in Illinois.



James E. Crown

As managing editor of the New Orleans States, Maj. Crown directed the crusade that broke the hold of the Huey Long machine on Louisiana and won for that paper the "Courage in Journalism" award.

His first newspaper job was on the Sioux City Journal. He joined the staff of the Des Moines Register and Tribune in 1918. He is married and has one son.

ALBERT WARNER, a Washington veteran of 10 and a half years, received the SDX award for radio newswriting. Now president of the Radio Correspondents Association in the capitol, Warner records the events in the capitol for the Columbia Broadcasting System. He is a past president of the White House Correspondents Association.

Born in Brooklyn, he became a newspaperman directly on graduating, with Phi Beta Kappa honors, from Amhurst in 1924. From the Brooklyn Eagle, his first newspaper love, he went to the New York Times. For it he covered the New York State Legislature in Albany and watched the political rise of Franklin D. Roosevelt.

He joined the Washington staff of the New York Herald Tribune in 1930, became its chief in 1935 and resigned that post in 1939 to join Columbia. Warner likes radio but wants to remain and be known as "just a good reporter."

MAJ. JAMES E. CROWN, as managing editor of the New Orleans States, directed the fight against the Huey Long machine that finally freed Louisiana from its grasp. It was this fight that brought the New Orleans States Sigma Delta Chi's initial award for "Courage in Journalism."

Maj. Crown is one of America's most colorful, hard-working and hard-hitting newspapermen—one whose style of journalism is described as the "rip-snorting, fighting style that sails into evil and corruption, against injustice and debauchery, and revels in the fray."

His father was the late Rev. James H.

H. Crown, of Farquier County, Va., with whom, as a boy, he frequently rode the Methodist circuit. No doubt his crusading spirit, his interest in the States' church page and his regular, vigorous Saturday "Go to Church" editorials can be traced to that early association.

Maj. Crown attended Randolph-Macon college for four years but never graduated. He was a versatile athlete and is still a vociferous Monday morning quarterback. He read law for a short time in Warrenton, Va., but presently went to visit a cousin in Washington, D. C. There he met two newspapermen, Joseph P. O'Brien and Garet Garrett, who got him a job on the Washington Times. That was in 1898.

Since then, he has filled a variety of newspaper posts in many cities—Atlanta, Memphis, St. Louis, Chicago, New Orleans, Denver, New York, and Washington. He was city editor on four Chicago papers and on the New York Morning World, a Mexican border and a White House correspondent.

He returned to New Orleans in 1919 to become city editor of the old Daily States. For 19 years he sat on that desk from 6 a. m. to 5 p. m., six days a week. On Oct. 1, 1937, he was named editor-managing editor of the New Orleans States.

His first official act was to name an editorial assistant to occupy his private office

Chapter Standings for Beckman Cup

Great interest centers annually in the contest of undergraduate chapters of Sigma Delta Chi for the F. W. Beckman Cup, awarded annually to the chapter having maintained the best all-around record during the past year.

Mr. Beckman awarded the cup in person this year to Northwestern Chapter through its delegate, Robert Schnuck. Special tribute was paid to the Washington State chapter's exhibit, prepared by Elton Troth, chapter president.

The order in which the first 10 chapters finished was as follows:

1. Northwestern
2. University of Oregon
3. South Dakota State
4. Penn State
5. Wisconsin
6. Indiana
7. Louisiana State
8. Syracuse
9. Montana
10. Kansas State

Four Newly Elected Members of SDX's Executive Council



Frank Thayer

Prof. Thayer, of the School of Journalism at the University of Wisconsin, Madison.



Clifton Blackmon

Managing Editor, the Southwest Insurer, of Dallas, Texas.



Paul B. Nelson

Publisher of the Scholastic Editor, Chicago, Ill.

while he moved his own desk out in the news room—opposite the city desk where he had ruled so long. It was from there, with free rein from Leonard K. Nicholson, head of the company which publishes both the *States* and the *Times-Picayune*, that he opened his salvos against the Long regime.

It is there that he sits today, pressing the fight against the remnants of the machine, seeking the 100 per cent redemption of Louisiana from the degradation of political despots and racketeers. He may not reach that goal soon—but as long as there's strength left in him to fight, you can be sure his course will be unswerving!

Louisiana—

[Concluded from page 7]

000,000 L. S. U., to see what he had to say. Dr. Smith had vanished. Daily for nearly a week, Vandervoort visited his office on the L. S. U. campus; daily ran a Page One Must story in the *Times-Picayune*, picked up daily by the *States*, that Dr. Smith's secretary said merely that Dr. Smith was out of town; "nobody knew where, or just when he would be back."

Dr. Smith was in New Orleans, striving frantically to raise money on forged L. S. U. bonds to cover his market speculation losses. He is a convict now, serving an eight-to-24 year sentence at the Louisiana State Penitentiary in Angola. Vandervoort's stories "smoked him out of hiding," but his case was hopeless. In less than three weeks he was a fugitive in hiding in Canada; then a prisoner.

Bernard L. Krebs, reporter on the *Times-Picayune* staff, with an auditor's uncanny nose for crookedness seemingly hidden by pages of complicated figures,



R. L. Wilson

Washington correspondent for the Des Moines Register and Tribune.

started a fight for open public records. When at last they were declared open to taxpayers by the courts, his research uncovered more and greater scandals. Exposure followed exposure in many a state institution.

THE noise of the battle the *Times-Picayune* and the *New Orleans States* were waging thundered across the nation. Even Washington could not ignore it any longer. O. John Rogge, assistant United States attorney general, was sent to New Orleans to work with a Federal grand jury.

More than 200 indictments of Louisiana

politicians in high places resulted. Five suicides followed. A score of convictions in Federal courts were next. Men high in power only a year ago in Louisiana are convicts in Federal penitentiaries today. Many trials are looming just ahead.

"The *Times-Picayune* and the *New Orleans States* were the chief factors in making me governor of Louisiana," says Gov. Sam Houston Jones, whose new crime commission is digging deeper still.

Louisiana is on the way toward decent government today; civil service now a law; state government reorganizing.

Teamwork did it. Staff teamwork by reporters and cameramen of the *Times-Picayune* and the *New Orleans States*.

Polls—

[Concluded from page 9]

crossed party lines and resolved itself to a completely different, and yet similar conclusion, namely, that the destiny of the country could be best preserved by one who was not a traditional isolationist, but who might, on the other hand, know best what to do in most any type of an emergency which might arise. Hence, we find a strange new alignment in party division, which has no counterpart in previous elections.

E. STATEN BROWNING (Iowa '39) and Elisabeth Holt, '39, were married Aug. 11 in Woodstock, Ill. They are at home in Washington, D. C., where Mr. Browning has an editorial position with the Railroad Retirement Board.

MORRIS T. McLEMORE (Georgia '40) has joined the sports staff of the *Atlanta (Ga.) Journal*.

• THE BOOK BEAT •

History in Headlines

AP, THE STORY OF NEWS, by Oliver Gramling. 506 pp. Illustrated. Farrar & Rinehart, Inc., New York. \$3.50.

Here's a "natural" for the newspaperman's gift from old Santa's pack this year—an action-packed, incident-laden, swiftly moving story of nearly 100 years of newsgathering by the world's only globe-circling non-profit newsgathering association.

Oliver Gramling has, in our opinion (and we've been reading books of, by and about newspapermen and newsgathering these many moons), handled an unusually difficult job in an amazingly satisfactory manner.

He set out to chronicle the story of the *Associated Press* from its first puny efforts to the present widely spread net into which, and by means of which, the news of the world is assembled and distributed—not only news, but pictures as well. That meant recording the events of nearly 100 years of struggle, of clashing personalities, of difficulties faced and overcome. No small job in itself—and a job that might have been deadly dull for the reader.

But Gramling has made his facts living ones—flowing smoothly, but as surely and steadily as the never-ceasing stream of news flowing from the automatic printers in the bureaus of the AP itself. Into the woof and the warp of his story—the fundamental outlines of the chronological development of the AP—he has woven a swiftly flashing survey of the principal news stories of nearly 100 years. History as revealed by the headlines, and, more interesting for the newspaperman or any other reader, the stories behind the stories; the way this or that newspaperman got a break in the news; how he braved death or disaster to get the news to the world.

You watch Mark Kellogg as he rides off with the gallant but impetuous Custer to the rendezvous with death at the Little Big Horn; you struggle with William Connolly, J. Herbert Smythe and others as they overcome all sorts of difficulties to assemble the story of the Johnstown flood; you stand beside Correspondent Kravchenko as he watches the destruction of the Russian warship *Petropavlovsky* by mines during the Russo-Japanese war.

You learn of Correspondent Kiriloff who, shot through the right lung during the same war, rode five and a half hours on horseback to file his dispatch; you read how Valentine Williams got a scoop on the opening of King Tut's tomb; follow Jim Mills' exploits in India, Ethiopia and elsewhere; almost see Edward J. Neil, Jr., as he is mortally wounded while covering the civil uprising in Spain.

There are countless other stories of heroism, of adventure, of quick thinking, of hardship and daring. Countless episodes in which revealing and amusing

Book Bulletins

RASCALS IN DEMOCRACY, by W. G. Clugston. 336 pp. Richard R. Smith, 120 East 39th Street, New York City. \$2.50.

Coming at a time when Democracy is thoroughly threatened, this book by a distinguished Kansas lawyer and journalist searches out the sore spots in the political history of his state. Of his work, Harry Elmer Barnes notes in a foreword: "One of the most amazing exposures of alleged economic exploitation, political chicanery, financial graft and moral hypocrisy that I have ever read. It revives the best in the style and material of the glorious age of the Muckrakers. No more significant book has been published on American public affairs since the appearance of Lincoln Steffens' *The Shame of the Cities*."

THE INKY WAY, A Literary Autobiography, by Alice Hegan Rice. 282 pp. D. Appleton-Century Co., New York City. \$2.50.

In this volume, the author of "Mrs. Wiggs of the Cabbage Patch" and 18 other volumes sets down some of the highlights of her unusual career—amusing reminiscences of early days in Louisville, the sudden fame that came to an unknown girl, the romantic record of a literary partnership with her poet-husband, Cale Young Rice, and glimpses of interesting people they met all over the world.

THE REVOLUTION IS ON, by M. W. Fodor. 239 pp. Houghton Mifflin Co., Boston. \$2.75.

In this new volume, Mr. Fodor, one of the best known foreign correspondents for American and English newspapers and magazines, analyzes the forces working behind the present world wide unrest and conflict; describes things he has witnessed since the war began, the technique of the blitzkrieg and the threat to America. His previous book, "South of Hitler," won wide attention, as will this one.

COUNTRY EDITOR, by Henry Beetle Hough. 325 pp. Doubleday, Doran & Co., Inc., New York. \$3.

This is the story of the 20 years Henry Beetle Hough has served as editor and publisher of one of America's most highly regarded weekly newspapers, the *Vineyard Gazette*, published at Edgartown, Martha's Vineyard, Mass. Being that, it also is the story of the whole life of that community, an outstanding example of authentic Americana.

(Editor's Note: Book Bulletins are not intended as formal reviews, rather as highlights of new books of, by, or of particular interest to newspaper people.)

sidelights concerning those famed in many fields are woven into the pattern of this story of the news, just as they are in the daily grist of news that flows over the wires.

But to get back to the story of the AP itself. Gramling, who, by the way, is an executive in the New York offices of the AP and who has been a newsgatherer since he got his first job as a reporter at 15, on the Tallahassee *Daily Democrat*, begins his story on a chill, rainy November night of 1811 as Samuel Toplioff, Jr., gathered news in Boston harbor by meeting incoming vessels with a rowboat.

He relates the first efforts at competitive newsgathering that followed, involv-

ing the use of pigeons, swift ships, pony expresses and other early means of travel and communication. Then the bringing together of 10 men representing the six most important newspapers in New York to try to form a cooperative newsgathering venture, a move that resulted in the formation of the first Associated Press in May, 1848.

He chronicles the clashes between the eastern and western publishers that led in November, 1892, to the incorporation of the *Associated Press* of Illinois; the replacement of the latter in 1900 with the present cooperative incorporated in New York. He sets forth the many changes in handling news during the years, the addition of new services and departments, particularly the introduction of *Wirephoto* and the battle that improvement entailed.

And, as we've already noted, weaves in with this comprehensive account—which lists mistakes and failures as well as successes—a rich store of adventure and anecdote, struggle and accomplishment.

We salute a swell job, Oliver Gramling, splendidly done!

A Story of the Frontier

TRUMPET IN THE WILDERNESS, by Robert S. Harper. 346 pp. M. S. Mill Co., 286 Fifth avenue, New York. \$2.50.

In this lively story of the Great Lakes region in the days before and during the War of 1812, Robert S. Harper, formerly of the *Columbus (O.) Dispatch* and now of the *Ohio State Journal*, turns quite satisfactorily from the field of fiction for juveniles to pen his first serious novel.

The result is commendable, a very readable story of life and events in a colorful but not overworked period of American history.

Jubal Johnson, just a year out of Dartmouth, has journeyed to Franklinton (now Columbus) from Philadelphia to join with a cousin in a newspaper venture. He joins the Third Ohio Volunteers under Col. Lewis Cass to fight the British and their Indian allies in the vicinity of Detroit.

He escapes, following Gen. Hull's disgraceful surrender of Detroit, and returns to Franklinton to discover his sweetheart back in Philadelphia has married another in his absence. Discouraged and disillusioned, he starts to return to the east but presently finds himself a member of a wagon train carrying powder to Presque Isle, on Lake Erie, where Oliver Hazard Perry is building a fleet to battle the British.

In Presque Isle, Jubal finds romance again and serves gallantly with Perry's forces in the Battle of Lake Erie which won the mastery of the lakes for the United States.

BRUCE CAMPBELL (Nebraska '39) has been transferred by the *United Press* from its Minneapolis office to Chicago.

SCOTT TYLER (Illinois '40) has resigned from the *Bloomington (Ill.) Pantagraph* to join the reportorial staff of the *Urbana (Ill.) Evening Courier*.

These Vice-Presidents Head Various Activities of SDX



Palmer Hoyt

Vice-president in charge of undergraduate chapter affairs is Mr. Hoyt, publisher of the *Portland Oregonian*.



Chilton R. Bush

Dr. Bush, director of the division of journalism at Stanford University, was reelected vice-president in charge of expansion.



Willard R. Smith

Mr. Smith, Wisconsin State manager for the United Press, was elected vice-president in charge of professional affairs.

[Continued from page 4]
in the sports story division, with the *Daily Trojan* finishing second and the *Minnesota Daily*, of the University of Minnesota, third.

Temple University News kept the Michigan paper from making a clean sweep of first places by winning the first place award for feature stories. The *Michigan Daily* captured second place in this class,

however, with third place going to the *Minnesota Daily*.

The jury of judges for the student newspaper contests consisted of Ralph Coghlan, editor of the editorial page of the *St. Louis Post-Dispatch*; W. S. Gilmore, editor in chief of the *Detroit News*; H. Allen Smith, of the *New York World Telegram*, and Francis J. Powers, of the *Chicago Daily News*.

The fraternity's first undergraduate contest in photography did not bring as many entries as had been anticipated but the quality of the photographs entered was termed "excellent." There were three divisions: feature, sports and spot news pictures, with the awards being made as follows:

Feature Pictures: Warren Syverud, South Dakota State, first; Joe Theriot, Louisiana State, second; William Siegel, Northwestern, third.

Sports Pictures: Warren Syverud, South Dakota State, first; David C. Proffitt, Colorado, second; John J. Mueller, University of Iowa, third.

Spot News Pictures: Zalman Garfield, Northwestern, first; Joe Theriot, Louisiana State, second; David C. Proffitt, Colorado, third.

A Prize-Winning Photo of the 1940 Contest



This picture, "Won by a Hair," brought Warren Syverud, of South Dakota State, first prize in the Feature Picture division of SDX's first undergraduate contest in photography.

KEEN interest was evidenced by the chapters, as usual, in the annual professional achievement and chapter efficiency contests, the results of which were announced by Irving Dilliard, editorial writer for the *St. Louis Post-Dispatch*, who served during the past year as the fraternity's vice-president in charge of undergraduate affairs.

The chapter efficiency trophy, given annually by Fred W. Beckman, past national honorary president of the fraternity, was won by the Northwestern chapter and presented in person by Mr. Beckman, publisher of the *Knoxville (Iowa) Journal*.

The professional achievement plaque, established by Kenneth C. Hogate, publisher of the *Wall Street Journal*, a past president of the fraternity, and presented to the chapter having the highest percentage of its graduates of the last five

Selected by Convention to Fill Major Fraternity Posts



Barry Faris

Mr. Faris, editor in chief of International News Service, will hold the fraternity's purse-strings as treasurer.



Dale Cox

Mr. Cox, director of public relations for the International Harvester Co., Chicago, was re-elected a trustee of The Quill Endowment Fund.



Oscar Leiding

Mr. Leiding, cable editor of the Associated Press in New York City, was chosen secretary in the annual election.

years in professional journalism, was won by the Stanford University chapter.

THE fraternity selected Wright A. Patterson, editor emeritus of *Western Newspaper Union*, as this year's national honorary member; bestowed the Chester L. Wells Memorial Key on John L. Meyer, secretary-treasurer of the Inland Daily Press Association, for outstanding service to the fraternity; and the Past President's Key to retiring President Watson.

Irving Dilliard, of the *St. Louis Post-Dispatch*, a veteran in the fraternity's service, was elected national president for the ensuing year and George B. Dealey, chairman of the board of the *Dallas (Texas) News*, national honorary president.

Other officers named were: Willard R. Smith, Wisconsin state manager for the *United Press*, Madison, vice-president in charge of professional affairs; Palmer Hoyt, publisher of the *Portland Oregonian*, vice-president in charge of undergraduate affairs; Prof. Chilton R. Bush, director of the division of journalism at Stanford University, vice-president in charge of expansion; Oscar Leiding, cable editor of the *Associated Press*, New York City, secretary; Barry Faris, editor-in-chief of *International News Service*, treasurer.

Named to the Executive Council, which will be headed by Past President Watson as chairman, were: Prof. Frank Thayer, of the School of Journalism at the University of Wisconsin; Richard L. Wilson, Washington correspondent for the *Des Moines Register and Tribune*; Paul B. Nelson, publisher of the *Scholastic Editor*, Chicago; and Clifton Blackmon, managing editor of the *Southwest Insurer*, Dallas, Texas.

Dale Cox, director of public relations for the International Harvester Corp., Chicago, was re-elected a trustee of THE QUILL endowment fund.

The Executive Council, meeting immediately after the close of the convention, reappointed James C. Kiper executive secretary of the fraternity and the Quill Publications Board renamed Ralph

L. Peters, of the *Detroit News*, editor of THE QUILL.

Other convention actions included:

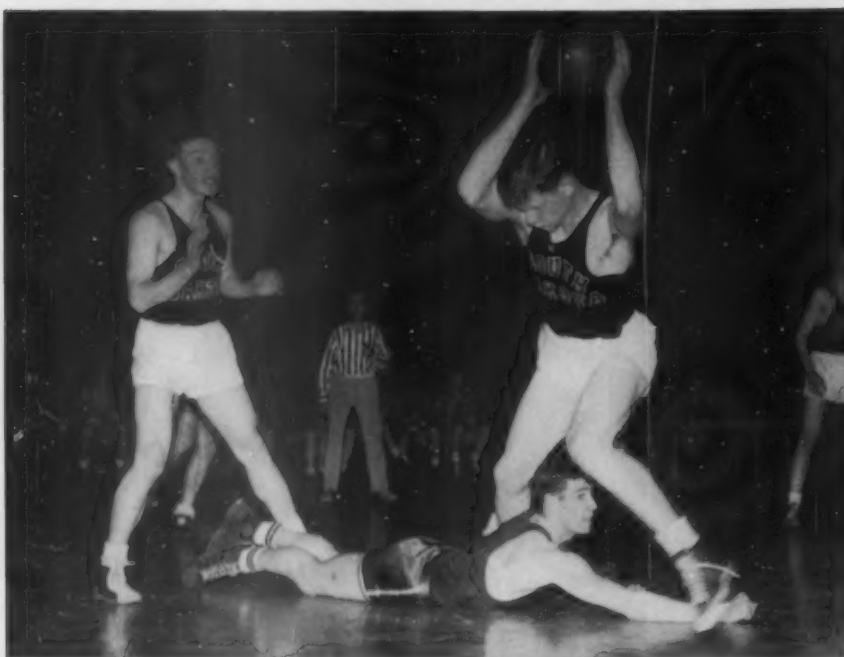
The adoption of a resolution decrying "any deliberate attempt to destroy the confidence of the American people in their newspapers and magazines, or in their elective officials and system of govern-

This Photo Won First Place in Spot News Class



Entitled "Life's Like That," this picture, taken to illustrate steps taken to check an epidemic, brought Zalman Garfield, of the Northwestern Chapter, first place in the Spot News division.

This Action Shot Took First in Sports Class



Appropriately entitled, "Not Murder—But Basketball," this splendid action photo brought Warren Syverud, of South Dakota State, first place in the Sports Class of the 1940 SDX undergraduate photo contest.

ment, or to limit or impede the freedom to gather, print and comment on the news" and condemning "the tendency of some public officials and some newspapers toward indiscriminate and irresponsible criticism as being detrimental to the best interests of democracy."

Authorized the new president to appoint a committee to undertake as a new

Sigma Delta Chi project, in cooperation with other journalistic and historical organizations and the observance of National Newspaper Week, the marking of historic sites associated with American journalism.

Authorized the continuation of the "Courage in Journalism" award and voted to include an award for editorial cartoons

SDX Resolution Decries Indiscriminate Criticism by Papers and Officials

FOLLOWING is the text of a resolution adopted at the recent convention of Sigma Delta Chi, professional journalistic fraternity, in Des Moines:

WHEREAS, the future of American democracy is being threatened by forces both from within and beyond the borders of these United States, and

WHEREAS, any deliberate attempt to destroy the confidence of the American people in their newspapers and magazines; or in their elective officials and system of government; or to limit or impede the freedom to gather, print and comment on the news, is an attack upon the fundamentals of democracy and, therefore, an attack upon democracy itself,

BE IT HEREBY RESOLVED that Sigma Delta Chi, professional journalistic fraternity, recognizes and defends the right of a free people to criticize its institutions, including the press; that it recognizes and defends the equal right of a free press to criticize the conduct of the government; that Sigma Delta Chi decries and condemns the tendency of some public officials and some newspapers toward

indiscriminate and irresponsible criticism as being detrimental to the best interests of democracy.

BE IT FURTHER RESOLVED that this organization, the largest journalistic organization in the United States, urges that those engaged in journalism make every effort to acquaint the public with the aims and endeavors, the purposes and achievements, the obligations and the contributions of the press toward the perpetuation of American Democracy, and

BE IT ALSO RESOLVED that this organization heartily endorses National Newspaper Week and similar efforts to present the press and its principles to the public, and

BE IT FINALLY RESOLVED that Sigma Delta Chi pledges itself to devote all its facilities in the future, as in the past, to the furtherance of the highest possible journalistic standards, and to continue its policy of cooperation with other journalistic organizations toward the maintenance of freedom of the press and the other fundamental prerogatives and privileges of a democracy.

and the annual research award in its awards program.

Granted a charter to a chapter at Emory University.

Awarded the 1941 convention to Louisiana State University.

AT the model initiation conducted by national officers just prior to the annual convention banquet the following men were inducted into the fraternity:

Drake chapter: James Crawford and Joseph Gross, undergraduates, and Ed. Corbin, vice-president of the Meredith Publishing Co., Des Moines, professional.

University of Iowa chapter: Donald A. Ohl and Howard Worst, undergraduates, and Kenneth T. Downs, *International News Service*, New York City, and H. E. Perdue, editor, the *New Sharon* (Iowa) *Star*, professional members.

Iowa State: Russell Bill and Claude Gifford, undergraduates, and Cameron Hervey, associate editor of *Successful Farming*, Des Moines, and Meigs O. Frost,

Chapter Delegates to 25th Convention

Following is the roll call of delegates from undergraduate chapters of Sigma Delta Chi, professional journalistic fraternity, to the 25th National convention, held in Des Moines, Nov. 14-17, 1940.

BUTLER	William Eggert
COLORADO	Wayne Ferguson
CORNELL	James L. Marsland
DEPAUW	Irving Lacy
DRAKE	John Davis
FLORIDA	Jack Sweger
GEORGIA	Stanford Smith
GRINNELL	William D. Buckley
ILLINOIS	Elwood B. Acker
INDIANA	Lowell Freeland
IOWA	D. Mac Showers
IOWA STATE	J. W. Schwartz
KANSAS	Larry Winn
KANSAS STATE ..	Herbert D. Hollinger
LOUISIANA STATE ..	Teddy Roggen
MARQUETTE ...	Norbert A. Hildebrand
MICHIGAN	Leonard Schleider
MICHIGAN STATE ..	Earl Kaye Brigham
MINNESOTA	Ted Peterson
MISSOURI	Donald Delaney
MONTANA	William F. Stevens
NEBRASKA	Edwin S. Wittenberg
NORTH DAKOTA	Donald D. Dahl
NORTHWESTERN	Robert Schnuck
OHIO STATE	Don Edward DeLone
OHIO UNIVERSITY	Richard Linke
OKLAHOMA	Shelby T. Alexander
OREGON	Lyle M. Nelson
OREGON STATE	Dick Highland
PENN STATE	William E. Fowler
PURDUE	J. H. McKee, Jr.
SOUTHERN CALIF.	Emory Thurston, Jr.
SO. DAKOTA STATE	Carl Jensen
SOUTHERN METHODIST	Cecil Edwards
STANFORD	Gerald H. Mayer
SYRACUSE	Stanley E. Silvernail
TEMPLE	Richard C. Koster
TEXAS	Jack B. Howard
WASHINGTON	Robert M. Baillie
WASH. AND LEE	Matthews Griffith
WASHINGTON STATE	Elton Troth
WISCONSIN	James Robert Schlosser

New Orleans *Times-Picayune*, professional members.

THE convention program, drafted by President Watson, brought a brilliant and diversified array of speakers before the delegates and visitors, also a wide variety of entertainment as they were treated to an abundant display of Iowa hospitality. Drake chapter, with Radio Station WHO and *Wallace's Farmer*, broke the convention ice with a pre-convention smoker in the Cabin Club, at the Hotel Fort Des Moines, convention headquarters, on Thursday evening.

Greetings of welcome were extended at the opening session Friday morning by Dr. Frank Luther Mott, director of journalism at the State University of Iowa; Atty.-Gen. John M. Rankin, substituting for Gov. Wilson, and Dean Luther W. Stalnaker, of Drake University, substituting for President D. W. Morehouse, of the university.

Arthur Brayton, secretary of the Des Moines Convention Bureau followed with a keynote address and the convention really got going with a bang after President Watson had been presented with a gavel by the delegate of his chapter, Illinois, Elwood B. Acker.

The opening business session was followed Friday noon by a sumptuous smorgasbord buffet lunch with the Meredith Publishing Co. as host. Kirk Fox, editor of *Successful Farming*, as toastmaster, introduced E. T. Meredith, Jr., vice-president and general manager of the company; E. F. Corbin, vice-president, Frank McDonough, editor of *Better Homes & Gardens*, and other members of the Meredith organization.

Friday afternoon's session, presided over by Prof. Charles E. Rogers, of Iowa State, brought the delegates a "Vocational Review" featuring Victor Bluedorn, publisher of the *Scott County Tribune*, Wollcott, Iowa, speaking on "Country Weeklies"; Wayne Gard, of the *Dallas News*, discussing "Metropolitan Dailies"; Barry Faris, editor-in-chief of *International News Service*, treating of press association work; Richard Davids, associate editor of *Better Homes & Gardens*, "Magazines"; Richard Beckman, associate professor of technical journalism at Iowa State, "Business Papers," and Albert W. Bates, of the public relations department of Swift & Co., Chicago, "Publicity and Public Relations."

THE Des Moines *Register and Tribune* were hosts at a dinner Friday night at which, with W. W. Waymack, editor of the editorial pages acting as toastmaster, an unusual opportunity was afforded those present to participate in a panel discussion of the various departments and operations of a newspaper plant.

Kenneth MacDonald, managing editor of the papers, discussed editorial methods and problems; W. A. Cordingley, circulation manager, outlined the unusual and comprehensive circulation system of the two papers, and other department heads answered questions pertaining to their

[Concluded on page 19]

THE QUILL for December, 1940

THE WRITE OF WAY

By William A. Rutledge III

Loafing & Writing

THE following editorial from a recent issue of the New York *Times* comments on the advice of James Norman Hall that the most valuable time spent by a writer is that devoted to idleness. Mr. Hall, in collaboration with Charles Nordhoff, has made a fortune in sea, particularly South Sea, stories.

Perhaps that loafing on the beach at Bali-Bali, and other coral points, was sheer idleness. We are prone to suspect, however, that his mind was mighty busy capturing impressions, turning over words which adequately describe the beauty and tranquility of the islands, and framing plots for his next opus.

As the *Times* observes, in consideration of the Nordhoff & Hall output, "work was done somewhere" along the line.

Here is the editorial:

"It was a dangerous preachment for writers that James Norman Hall brought back from the South Sea Islands. 'Your most valuable time—it seems to me—is that spent in idleness. Because that is when you get your ideas. The writing is merely the fulfillment of the inspiration drawn from loafing.' Of course Mr. Hall is very careful to qualify all this. 'You've got to spend a lot of time working,' he said somberly, in his interview with our Mr. Van Gelder.

"The collaborators Hall and Nordhoff start work at 7:30 or 8 o'clock in the morning, an hour to make any writer shudder; they take a breathing spell at 11, and then have another working session from 2 to 4 in the afternoon. The aspiring writer will have no stomach for emphasizing this phase of Mr. Hall's advice. That splendid sentence, 'your most valuable time is that spent in idleness,' is the soothing refrain that will return like surf to his ears. It seems most improbable, somehow, that any one would spend

five hours daily at work in Tahiti. It is contrary to nature and all that we have heard about the South Seas. The notion that a lone, unsocial man shut off by himself with a typewriter would stick at it is incredible enough; for two congenial men to do it is doubly so. Yet we have the *Bounty* trilogy as proof that considerable work was done somewhere, even if it took from 1916, when Mr. Hall first started thinking about Captain Bligh, until 1930 for him to settle down to the writing of it.

"Our own notion, after brooding over the matter, is that Mr. Hall is not really an idler at all; that he is trying to shake off competing novelists by giving them a wrong steer. In the first place, he is described as so thin that 'he crosses both legs and ankles at once.' The fact is that the bona fide idler—and this is a topic spoken on with some authority—is a comfortably plumpish man who never has a worth-while thought while he is busy idling. If Mr. Hall and Mr. Nordhoff do get any inspiration as they ostensibly do nothing, they must be set down, with all the opprobrium that deserves, as imperfect idlers. This means—although we are still willing to listen to reasonable argument on the matter—that they probably have no business living in the South Seas."

Market Tips

Following a change in editorial direction and policy, *One Act Play Magazine* is now in the market for producible one-act plays of all types (comedy, tragedy, farce, mystery, etc.) suitable for performance in the amateur dramatic field. Also needed are radio scripts for 10-, 15-, 20- and 30-minute broadcasts on sustaining and Radio Theatre programs. These are to be complete radio dramas. Serials and episodes from serials are not wanted. A minimum of \$10.00 will be paid for publication rights, and a generous royalty arrangement made with authors. Manuscripts forwarded to the Editorial Offices at 8 Arlington Street, Boston, Mass., will receive the prompt attention of S. Emerson Golden, the new editor.

How Can Weekly Newspapers Get More Advertising?

Every available survey, statement or practical demonstration pointing the way toward increased lineage—foreign, local or classified—is analyzed in THE AMERICAN PRESS magazine, the only magazine devoted primarily to the advertising problems of small town newspapers. **Subscription only \$1.00 a year.**

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For Distinguished Service

THE QUILL would like to add its congratulations to those already heaped upon the men and the newspaper receiving Sigma Delta Chi's Distinguished Service and Courage in Journalism Awards—Meigs O. Frost, Kenneth Downs, William W. Maymack, Albert Warner and the New Orleans States.

Their recognition for distinguished work in their respective fields was a tribute to journalism as a whole, as well as to themselves, as the work for which they were recognized represents journalism at its best.

We do not believe there is a more significant, more dramatic, more forceful, chapter in the history of American journalism than that which will for all time record the way the New Orleans States and its sister paper, the Times-Picayune, finally broke the yoke of servitude that Huey Long and his forces of evil had fastened upon Louisiana.

We thrilled to that story as we heard it related in Des Moines by Meigs O. Frost. We believe that the whole country will thrill to it as they learn more about it. And we believe journalism students of the future will read of it with an understanding glow of pride in their chosen calling.

The freeing of Louisiana from Long forces is the best demonstration of the value of a free, courageous press in our time.

"Muscle Journalism"

SOME weeks ago, *Editor & Publisher* carried as its lead story an article devoted to the retirement of Frank Carson, "for 25 years the most notable practitioner of the type of newspapering he himself created—"muscle journalism."

Some of the technic of "muscle journalism," we learned, was the practice of having a desk full of court forms of all kinds—writs of replevin, summonses, warrants. Also, a desk drawer full of all kinds of badges—detective, police, sheriff, coroner, federal agent. Then, while rival editors were "gnawing their fingers over the possibility there might be interesting love diaries in the love nest" . . . etc., Carson didn't gnaw his nails. No, sir, not him!

Mr. Carson, it seems, simply whipped out a suitable blank from his supply of court forms, signed it with the name of a judge or state's attorney, called in a reporter tough enough to impersonate a cop, had him go out and seize the stuff he wanted, and bring it to the office where "muscle journalist" Carson would have it photostated and subsequently returned. (Not, we'll wager, until he was quite sure no one else could make any use of it!)

Another bit of reportorial pioneering attributed to Mr. Carson by his biographer was that of wire tapping. It was Mr. Carson, too, it develops, who "practiced the art of kidnaping long before it became a commercial arm of gangland."

DESPITE all this, however, it appears that Mr. Carson was very bitter toward his own conception of "yellow" journalism. We quote his philosophy as reported in *Editor & Publisher*:

"Don't ever allow yourself, just to make a story more colorful, to go beyond the truth, the facts. To do that is yellow journalism and never has had any place in my idea of news. The truth, itself, is usually plenty colorful; if you get all the facts, you won't need the embroidery of the imagination. Yellow journalism is exaggeration, misstatements either direct or by implication. It stinks.

"In my day I have kidnaped people, tapped wires to break great stories that couldn't be gotten in any other way; burglarized houses armed with warrants that were phony, strong-armed my way through. But remember, my boy, these methods were used for one thing only: to get the

AS WE VIEW IT

TRUE story, the real FACTS, and were merely an unorthodox means to a worthy and justifiable end."

NO doubt Mr. Carson is utterly sincere in this viewpoint. There are plenty who would agree with him that the end justifies the means; that you fight fire with fire; poison with poison; that you don't fight Marquis of Queensberry fashion in a logging camp if you expect to get away with your life.

And there no doubt have been and will be situations in which almost any sort of tactics would seem to be justified.

But supposing every newspaper in America would adopt "muscle journalism" as practiced by Mr. Carson, along with additions and improvements which no doubt could be worked out?

How long would it be before the American people rose up in holy wrath and revolted against such a tyranny of the press?

Is it too much to suggest that perhaps the "muscle" journalistic tactics of Messrs. Carson and others in the past may have at least something to do with the present attitude of the public toward the press?

Isn't the philosophy expressed by Mr. Carson something of that expressed by Herr Hitler—that the end justifies the means?

How long would a democratic form of government endure if the press inaugurated and were able to maintain a regime of "muscle journalism"?

No, deliver American journalism and the American people from any extension of "muscle journalism." And be thankful there are not nor ever have been a majority of newspapers conducted along those lines.

And, finally, there is no need for newspapers to follow such practices. There was no "muscle journalism," as far as we have been able to determine, in the battle waged in Louisiana—yet the press and the public won a great victory.

Frank Parker Stockbridge

JUST as this edition of THE QUILL was on the press, we learned of the death of Frank Parker Stockbridge, distinguished author and journalist, and past national honorary president of Sigma Delta Chi, professional journalistic fraternity. He died at his home in Stockbridge, Mass., Dec. 7, at the age of 70.

His 50 years of journalism were marked with distinction; his contribution to the profession was outstanding. Consider these highlights: He was the founder of the *American Home* magazine and its first editor; with the late Walter Hines Page he opened the publicity campaign that brought the nomination of Woodrow Wilson for the presidency; he served as editor of *Popular Mechanics*, president of the *New York Evening Mail*, and editor of the *American Press* at various periods. He had written several books, numerous magazine articles and served as a Washington columnist.

The last word we had from him came but a few weeks ago, in a telegram to the convention of Sigma Delta Chi:

"As a contribution to the symposium on journalism of the future, record me as advocating equal responsibility of columnist and reporter, the return to the principle that there can be no such thing as an off-the-record statement by a public official to a newspaperman and that the journalism of the future will hold firmly to the fundamental principle of freedom of the press, which is that every act and every utterance of every officeholder must be regarded with suspicion by honest journalists, who will have no friends to protect or for whom to apologize."

Frank Parker Stockbridge, as you can see by this message, was thinking of journalism and journalistic principles to the last. May his words of wisdom—and of warning—be heeded as he goes on to new assignments.

AT DEADLINE

[Concluded from page 2]

back and boil it down to a paragraph; it was only a one-alarm fire and we're tight for space,' yelled the editor.

"Five minutes later the kid laid this story on the desk: 'The home of the city editor of a local newspaper was destroyed by fire today.' 'That's better,' said the editor.

"He was sore as hell that evening when he walked through the front door of his home and fell into the cellar. Conciseness had got out of hand!"

BE**LIEVE** we promised to try to bring you some fancy headwork in this, the Christmas issue of *THE QUILL*, so here goes:

Ed Templin, city editor of the Lexington (Ky.) *Herald*, sends in this one penned by Harry Reiser, night editor, of the *Herald*:

Molotoff And Hitler Meet To Grind Axis

It's one thing to write headlines and another to be able to read them, as is demonstrated by this tongue-twister clipped by W. E. Simonds, of Ithaca, N. Y., from the Syracuse (N. Y.) *Post-Standard*:

Busy RAF Plots Bolder Blows With Aid of U. S. Ships

Harry Kelsey, of the University of Michigan, got a double-barrelled kick out of this one when he saw it in the football special of the Norfolk (Va.) *Ledger-Dispatch*:

Illinois Football Squad Harmonized

When for second time, a son and a daughter of two families prominent in the automobile industry were married, reports J. J. Mullen, managing editor of the Twin Falls *Evening Idaho Times*, that paper used this head over the story:

2nd Marriage Welds Auto-Body Families

When word came from Cleveland that members of the Indians baseball team, including Hal Trosky and Bob Feller, had approved the appointment of Roger Peckinpah as manager to succeed Oscar Vitt, the *Detroit News* placed this head over the story:

Peck's 'Bad Boys' Put Okay on Him

Jumping now to Eugene, Ore., Paul Deutschmann sends this 8-col headline written for the Eugene *Register-Guard* by Ridgely Cummings, night and Saturday desk editor:

London Bridge Is Falling Down, Maybe

And that, me lads, is the extent of the offerings for 1940. May 1941 bring a revolution on the rims of copy-desks throughout the land, a revolution away from hack-

neyed headlines to ones with zip, zap, rhyme, puns, wit and humor. And may it bring the best of all of them to this department.

If you're enjoying these desk didoes, join the ranks of the head-hunters, apply the shears and send them *QUILL*-ward!

Convention

[Concluded from page 17]

particular phases of newspaper operation. And there were plenty of questions.

The dinner was followed by a dance sponsored by the Iowa chapters of the fraternity, blind dates being obtained for the delegates from among Iowa's fairest co-eds.

Saturday's sessions brought two distinguished foreign correspondents, both of *International News Service*, before the convention, Kenneth Downs, who treated of the fall of France and James R. Young, who described his 55 days in a Japanese jail for too factual reporting of the conditions in Japan and China.

Lyle Wilson, manager of the Washington bureau of the *United Press*, brought a lively discussion of the work of the Washington press corps, followed by Palmer Hoyt, publisher of the Portland *Oregonian*, in a discussion of modern editorial trends; Prof. Norman C. Meier, of the University of Iowa and a member of the American Institute of Public Opinion's advisory council, in a timely and illuminating analysis of "Public Opinion Polls and the 1940 Campaign," followed by Volney Fowler, of the General Motors Corp., department of public relations, in a critical and constructive discussion of "Better Business Coverage."

The Saturday afternoon session was followed by the model initiation and the convention banquet with its awards program and Meigs Frost's brilliant address in the evening.

A brief session Sunday morning wound up the business affairs of the convention, brought the election of officers and the final, traditional ceremony of every convention, the service of remembrance for members of the fraternity for whom "30" had been written since the last convention.

BEN GALLOB (Minnesota '38) is editor of a new monthly publication, *Midwest Media*. First issue is to appear Jan. 1. Designed to meet the needs of the Midwest advertising industry for a trade journal of its own, the new periodical goes to advertising men in every field of the business in the six states of Wisconsin, Minnesota, Iowa, Nebraska, North Dakota and South Dakota. Embodying some of the most up-to-date findings in type and display legibility, *Midwest Media* is the only departmentalized news magazine in the advertising field.

At a recent dinner-dance which employees of the Sheboygan (Wis.) *Press* gave as a post-birthday party to honor their editor, C. E. BROUGHTON, professional member of Sigma Delta Chi since 1935, he was the surprised recipient of a large 42 x 50 oil painting of himself. The portrait, a remarkable likeness of Mr. Broughton, was

done by the Rev. G. A. Hensel, who retired on Dec. 1 as pastor of a Saukville church to spend the winter in California. The picture was painted from the editor's favorite photograph.

J. FRANK McDERMOND (Purdue Professional) of the Attica (Ind.) *Ledger-Tribune*, is vice-president of the Illinois-Indiana Press group.

Propaganda activities of alphabetical agencies have been blanketed directly under President Roosevelt through appointment of **LOWELL MELLETT** (Washington & Lee Professional) as one of the staff of administrative assistants quartered in the White House. Mr. Mellett, former editor of the Washington (D. C.) *Daily News*, longtime executive of Scripps-Howard newspapers and at one time managing editor of *Collier's* magazine, will continue to direct the Office of Government Reports. His new appointment, while he also heads the O. G. R., links the federal publicity agency direct to the Executive Office.



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A nationwide non-profit service supported by Sigma Delta Chi, Professional Journalistic Fraternity.



Well!
But—Give me a 'Hunter'!"

The thought is credited to dear old Mark Twain. After being shown a powdered, petted, perfumed and all-dolled-up poodle and told the value of aristocratic pedigree, he mused: "Well . . . give me a hunting dog every time . . . a brown setter with no special style nor embroidery . . . ready to plow through scrub underbrush and *hunt* for game . . . tireless, eager . . . frettin' for service."

Mark Twain knew type-settin', and country printin' offices, and newspapers an' sich. He may have had the *ideals* of Editor and Publisher in mind. Those who wish to make rapid progress in the journalistic field are offered tons of literature, books, trade magazines, leaflets, weekly journals. Some of them are all dolled up with color, fancy layout, editorial gadgets. They look good on a "Show Bench" while the band is playing . . . may not be quite practical enough.

Editor and Publisher gets out into the "field"—retrieves news—is at your side every second when you are gunning for data, statistics, innovations. It doesn't pretend to flossy make-up. It is sturdy and strong and rugged and masculine—as it **SHOULD** be, issued 52 times a year, while stories are dropped into its columns almost while the presses are running. \$4.00 a year for such a "Field Trial" friend is little enough.

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